

The framing of product ideas in the making: a case study of the development of an energy saving pump - DTU Orbit (09/11/2017)

The framing of product ideas in the making: a case study of the development of an energy saving pump

Research regarding work with ideas in industrial settings has predominantly treated ideas as rather stable 'black boxes'. This article contributes a new understanding of idea work and seeks to expand our understanding of how a product concept is constituted and synthesised through socio-material interaction of organisational members and engagement in idea work. The article contributes a case study of the development process behind the energy-saving Alpha Pro circulator launched by the Danish pump manufacturer Grundfos. Based on an analysis of how organisational players engage in the controversial and shifting understandings of what seems to constitute a successful product, the article offers a new perspective on navigating the players' ideas in the political processes of innovation. It suggests that navigation of technological frames can offer a new perspective to make explicit the implicated actors' world views, including what they perceive as relevant problems and related strategies for solving them.

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